

September 28, 2012

To: Executive Board

Subject: **Exercise Option Year 2 of the Bus Book Contract**

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### **Recommendation**

Authorize the Executive Director to exercise Option Year 2 of Agreement No. 11-007 in the amount of \$110,000 for the printing of 90,000 copies of the Bus Book for FY 2013.

### **Analysis**

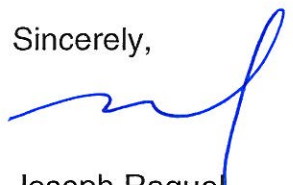
Foothill Transit's Bus Book is a schedule and information guide that includes bus schedules, fare tables, route maps, and other information useful for our customers. The Bus Book is printed twice a year in conjunction with schedule changes. Foothill Transit entered into a contract with Transit Information Products in FY 2011 (Contract No. 11-007), the contract has one base year and four option years. Option Year 1 of the Agreement has already been exercised and it is recommended that Foothill Transit exercise Option Year 2 with two print runs of 45,000 for a total of 90,000 copies printed in FY 2013.

Foothill Transit provides the Bus Book free of charge to customers for the first two weeks of each service change, and then charges \$1.00 after the free period. With the launch of the e-Bus Book and the upcoming real time bus arrival system, it is anticipated that the demand for the Bus Book will decrease. In order to be Title VI compliant, a printed form of the Bus Book will always be available to customers.

### **Budget Impact**

Required funding is included in the approved FY 2013 budget.

Sincerely,



Joseph Raquel  
Director of Planning



Doran J. Barnes  
Executive Director